

Message Text

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SUBJECT: MARKET RESEARCH

REF: A) STATE 1842; B) BEIRUT 2135 FEB. 23, 1973; C) BEIRUT
1457, FEB. 7, 1973; D) BEIRUT A-9, JANUARY 18, 1973

1. EMBASSY WELCOMES MRO VISIT AND PROBABILITY SUBSEQUENT
DETAILED MARKET RESEARCH CERTAIN CATEGORIES LEBANESE
MARKET, PARTICULARLY SINCE EMBASSY AND RTDO BEING CALLED
UPON RECOMMEND AREA APPROPRIATE TO FURTHER PROMOTION
EFFORTS.

2. FOLLOWING IS RANKING OF CATEGORIES CONTAINED REFTEL,
IN ORDER OF DESCENDING PRIORITY FOR NEED MARKET RESEARCH:

A. INDUSTRIAL REGULATING AND CONTROL INSTRUMENTATION.

REASONS REMAIN SAME THOSE SET FORTH REFTEL C AND REFAIR D.
MARKET NOT LARGE, BUT GROWING, AND POTENTIAL EXISTS.
RESEARCH SHOULD HELP IDENTIFY BEST AREAS IN WHICH TO
CONCENTRATE PROMOTION EFFORTS.

B. POLLUTION CONTROL INSTRUMENTATION AND EQUIPMENT

POTENTIAL FOR NEAR TERM INCREMENTAL SALES THIS AREA NOT PER-
TICULARLY BRIGHT, BUT LONGER TERM SALES POTENTIAL GOOD. EMBASSY
CONSIDERS THIS IMPORTANT ENOUGH TO WARRANT RESEARCH, AND WE ASSUME
USDOC AGREES, SINCE STATE REFTEL MENTIONS INTENTION USE RESEARCH
PARTLY TO PROVIDE RATIONAL BASIS FOR PROGRAM PLANNING BEYOND
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1975. GOL ALREADY PURCHASING U.S. POLLUTION MEASUREMENT INSTRU-

MENTS AND INTENDS ESTABLISH ATMOSPHERIC POLLUTION MONITORING CENTERS IN VARIOUS PARTS BEIRUT. HAS POLLUTION STUDIES UNDERWAY AND ALREADY AWARE WHERE (WHAT INDUSTRIES) FIRST POLLUTION CONTROL EQUIPMENT NEEDED MOST AND LIKELY BE MOST EFFICACIOUS. ESPECIALLY CONCERNED WITH AUTO-CAUSED POLLUTION AND WITH WATER EFFLUENT POLLUTION FROM INDUSTRIAL PLANTS (ALREADY CONTROLS PHARMACEUTICALS PLANTS' EFFLUENT). GENERAL SEWAGE TREATMENT FACILITY FOR BEIRUT UNDER STUDY. FURTHER MARKET RESEARCH WOULD, IMPORTANTLY, IDENTIFY WHAT TYPES POLLUTION OFFER BEST OPPORTUNITIES FOR SALES U.S. CONTROL EQUIPMENT.

C. FOOD PROCESSING AND PACKAGING INDUSTRIES EQUIPMENT.

EMBASSY AWARE, IN TOTAL, OPPORTUNITIES FOR INCREMENTAL SALES THIS CATEGORY. STATISTICS FORWARDED USDOC REFTEL B. THIS, PLUS INFORMATION DERIVED 1972 CATALOG SHOW THIS THEME AND RECENT EXHIBIT BY AGROSTRUCT INT'L IN BEIRUT TRADE CENTER, GIVES EMBASSY SOME IDEA LOCAL MARKET, BUT RESEARCH IS WELCOME. HOWEVER, PROBLEM IN LEBANON INCREASINGLY ONE OF INSUFFICIENT SUPPLY UNPROCESSED FOODS, WHICH MAY HAVE EFFECT REDUCING NEAR TERM INCREMENTAL SALES POSSIBILITIES THIS CATEGORY. EMBASSY HAS RECENTLY COMMENTED ON LOCAL PACKAGING EQUIPMENT MARKET (SEE BEIRUT A-188, OCTOBER 18, 1973.)

D. SCIENTIFIC AND LABORATORY INSTRUMENTATION

POSSIBILITIES FOR INCREMENTAL SALES THIS CATEGORY GOOD, AS REPORTED REFTEL C AND REFTEL D. WELCOME RESEARCH AS AID TO IDENTIFYING BUYERS AND SALEABLE EQUIPMENT, SINCE AVAILABLE STATISTICS CONFUSE SCIENTIFIC AND INDUSTRIAL INSTRUMENTATION. FORTHCOMING RTDO REPORT ON RECENT SCIENTIFIC INSTRUMENTATION SHOW OUGHT TO PINPOINT AREAS PROFITABLE FOR FURTHER RESEARCH.

E. SPORTS AND RECREATION EQUIPMENT

SOME RECENT STATISTICS THIS CATEGORY CONTAINED BEIRUT 1854, FEBRUARY 16, 1973. LEBANESE MARKET FOR THIS EQUIPMENT GROWING AND MAY BE IN FOR SUBSTANTIAL LEAP WITH CONTINUING GOV EMPHASIS ON DEVELOPMENT TOURIST FACILITIES. ONE NEW UNCLASSIFIED

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SKI AREA OPENED THIS YEAR; AN OLDER AREA IS PLANNING A MAJOR EXPANSION. MANY NEW BEACH COMPLEXES UNDER CONSTRUCTION. THE IBRD-SPONSORED SCHOOL RE-GROUPMENT PLAN COULD PROVIDE A MAJOR MARKET FOR NEW EQUIPMENT. U.S. HAS LION'S SHARE INDOOR GAMES MARKET. BOAT SHOW SCHEDULED FOR SUMMER 1974 SHOULD GIVE BETTER IDEAS POTENTIAL THIS CATEGORY. DEALERS AND WHOLESALERS OF SPORTING AND RECREATION EQUIPMENT ARE SMALL AND SCATTERED, WHICH MAKES IT DIFFICULT FOR EMBASSY

GET HANDLE ON POTENTIAL THIS CATEGORY. RESEARCH IN DEPTH
WOULD BE WELCOME.

F. SMALL INDUSTRIAL AND COMMERICAL COMPUTERS

A MARKET EXISTS LOCALLY FOR SUCH ITEMS - UEE REFAIRID.
ITS SIZE PROBABLY VARIES BETWEEN 15 AND 30 MACHINES (ESTIMATES
FOR CALENDAR YEAR 74), AND IT IS THE PROVINCE, LARGELY, OF
AMERICAN SUPPLIERS (ONE IN FACT - NCR). DO NOT BELIEVE
FURTHER MARKET RESEARCH JUSTIFIABLE IN ERMS BENEFITS TO
U.S. EXPORTS, AND AUB BUSINESS STUDENTS SOCIETY'S INTENDED
SEMINAR/EXHIBITION IN 1.7: CAN BE USED TO OBTAIN FURTHER
INFORMATION ON MARKET.

G. BUSINESS EQUIPMENT AND SYSTEMS.

EXCELLENT OPPORTUNITIES EXIST THIS CATEGORY FOR AMERICAN
SUPPLIERS - SEE REPAIR D - BUT MARKET IS WELL COVERED
BY AMERICAN FIRMS, AND USDOC HAS PROMOTED THEM RECENTLY AT
BEIRUT TRADE CENTER. CANNOT JUSTIFY ADDITIONAL, DETAILED
RESEARCH AT THIS TIME.

3. IN ADDITION TO CATEGORIES LISTED ABOVE, BELIEVE FULL
RESEARCH INTO POTENTIAL INHERENT IN DEVELOPMENT LOCAL
TOURIST INDUSTRY IS JUSTIFIABLE. THIS IS ONE AREA WHERE
PROJECT-ORIENTED APPROACH TO LEBANESE MARKET COULD
PAY OFF. HOUGHTON

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